



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 05/15/01

AGENDA ITEM _____

WORK SESSION ITEM WS2

TO: Mayor and City Council
FROM: Director of Finance and Internal Services
SUBJECT: Review of Community Promotions Program

RECOMMENDATION:

It is recommended that the City Council review and comment on the following report regarding the City's program for community promotion activities.

BACKGROUND:

The Community Promotions Program provides grant funds for events and activities that benefit Hayward residents. Over the past several years, the Council has allocated between \$112,000 and nearly \$166,000 annually to local groups. Grants have been provided in amounts from \$200 to \$45,500 to fund various organizations and activities such as the Hayward Historical Museum, American Independence and Cinco de Mayo celebrations, and the Youth Orchestra of Southern Alameda County. Council approved use of the following categories to determine funding eligibility:

1. Celebrate cultural diversity;
2. Promote the arts;
3. Recognize the history of Hayward and its future.

In addition, Council had expanded the definition of promoting the arts to include promotional materials or publications, in particular, those that promote or recognize Hayward.

In keeping with the Council's decision to continue with a two-year budget, funding recommendations cover both upcoming years. Funding which is available for Community Promotions program allocations for this period is based on a policy formula adopted in 1997. In terms of specific funding recommendations, staff's general approach is to first maintain reapplying organizations at the current level of funding. Once this base requirement is established, new organizations and requests for additional funding can be considered. Secondly, staff is inclined to recommend increases largely in the second year. This approach recognizes that the amount of funding for this program is limited. In addition, this approach provides a certain level of flexibility by incorporating an unallocated amount of funding in staff's recommendation to Council.

Following is a chart summarizing the amounts available, the total recommended funding level and any unallocated monies.

	<u>2001-02</u>	<u>2002-03</u>
Revenues	\$ 184,813	\$207,195
Recommended Funding	<u>172,701</u>	<u>178,709</u>
Unallocated	\$ 12,112	\$ 28,486

Applications were sent to organizations, which included a notice with the clarification about the promotional materials. Fifteen organizations completed the application process with funding requests within the amount available for the two-year cycle. The activities, events or programs for which all fifteen organizations have requested funding are in support of one of more of the three funding categories listed above.

Program Funding Recommendations:

Exhibit A lists the fifteen applicants, thirteen of which received funding in 1999-00 and 2000-01. There are two new applicants, the Music Academy associated with the Hayward Arts Council and the San Francisco Shakespeare Festival. The Music Academy teaches techniques of playing and instruments as it pertains to lessons and performance literature to Hayward students from fifth to twelfth grade who are enrolled in school music programs, and sponsors and end of year performances. The San Francisco Shakespeare Festival, Shakespeare on Tour, proposes to present a play in front of Hayward City Hall in May 2002. Prior to the tour event, a preparatory package will be provided to the City, which includes a brief history of Elizabethan theatre and other pertinent information, and after the performance, the actors conduct a question and answer period.

As well, Exhibit A incorporates the amounts previously approved for the thirteen returning applications, the organization's two-year requests, and staff's recommendations.

The following five organizations requested and are recommended for funding at the same level as approved for the previous budget:

- Native Daughters and Sons of the Golden West Admission Day Celebration Day Committee
- Blues Festival
- Allied Veterans Memorial Day Committee
- South Hayward Lions Club – July 4th Celebration
- Allied Veterans Day Parade Committee

Several applicants requested an increase in funding. Staff requests Council review and comment on the recommendations for funding these increased requests over the two-year cycle in various increments. Following are explanations for the requested increases and staff's recommendations, including recommendations for the new applicants.

- Classical Philharmonic
\$5,000 in increased funding over the 2000-01 level for both years is requested. This increase is to support a concert performance in Hayward, which could be the annual Young Artist Concerto Competition, presented at Chabot College, as a collaborative venture with the college's performing Arts Series. Staff recommends approval of the increase in the second year, 2002-03, only.
- Hayward Arts Council
Funding is requested to go from \$25,392, current level, to \$30,400 in the first year and to \$35,000 in the second year. The increased funding is requested to support the addition of a part-time employee to assist in routine operations such as accounting and recordkeeping, allowing volunteers to spend more time on developing programs. Staff recommends funding to a level of \$30,400, an increase of \$5,008, for the second year only.
- Hayward Municipal Band
The additional \$1,580 requested is to purchase music to augment the Band's arrangements catalogue. Symphonic band arrangements continue to increase in price. It also includes a small amount for Centennial Hall security services. Staff recommends that \$1,380 be allocated in each year. Security services will be provided by Centennial Hall.
- La Alianza de Hayward
A \$600 increase for both years is proposed to cover an increase in operating costs, including the cost of employee services and scholarships. Staff recommends that the request be approved as requested, for both years.
- Martin Luther King, Jr. Birthday Celebration Committee
The requested increase of \$500 would help defray event expenses, specifically an increase in printing and publication costs, such as the Art & Essay forms distributed to schools, which the School District is no longer printing in-house. Staff recommends the increase of \$500 be approved for both years.
- Sun Gallery
The increase of \$4,500 is requested for an increase in operating costs, including costs for utilities, printing, office supplies, insurance and fundraising expenses. Staff recommends appropriating an additional \$2,250 in each of the two years. This approach was discussed with Sun Gallery staff and they are in support of staff recommendation.

- Volunteer Recognition and Awards Dinner

An additional \$1,000 is requested to cover increased costs for developing and printing of nomination forms, invitations and programs. Staff recommends continuing this event's allocation at the same level as funded in 2000-01, which was the first year this program received Community Promotions funding.

- The Youth Orchestras of Southern Alameda County

An increase of \$2,000 is requested to help offset increased operating costs, the largest of which is associated with increased employee services. Staff recommends funding the increase of \$2,000 for the second year only.

Additionally, staff recommends funding for the new applicants as requested, which includes \$5,000 for each year for the Hayward Arts Council/Music Academy and \$6,000 in 2001-02 for the Shakespeare Festival.

For additional information on each applicant's activity/event or program description, please see Exhibit B.

Staff recommends appropriating an Unallocated amount to be set aside for those events currently not identified or organizations that request funding from Council during the next two years. The Unallocated amounts would be the difference between the approved organizations and events and the revenues available to fund the program.

CONCLUSION:

Representatives of each of the organizations requesting Community Promotions Program funds will be notified of the time and location of the May work session and will be invited to attend. Additionally, they will be notified of the public hearing, which will be held on Tuesday, May 22, 2001, at which time representatives are welcome to speak to Council about their funding requests.

Prepared by:



Denese Rohrer, Budget Administrator

Recommended by:

Perry H. Carter

Perry H. Carter, Director of Finance & Internal Services

Approved by:

Jesús Armas

Jesús Armas, City Manager

Attachments: Exhibit A - (2001-2003 Community Promotions Submissions)
Exhibit B - (Community Promotions Program Descriptions)

2001-2003 Community Promotion Submissions

	Program Name	2000-01 Recv'd	2001-02 Request	2001-02 Recomm	2002-03 Request	2002-03 Recomm
New Requests						
1	Hayward Arts Council/Music Academy	\$0	\$5,000	\$5,000	\$5,000	\$5,000
2	Shakespeare Festival	\$0	\$6,000	\$6,000	\$0	\$0
Previous Requests						
3	Native Daughters & Sons of the Golden West Admission Day Celeb Committee	\$200	\$200	\$200	\$200	\$200
4	Blues Festival	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
5	Classical Philharmonic	\$8,000	\$13,000	\$8,000	\$13,000	\$13,000
6	Hayward Arts Council	\$25,392	\$30,400	\$25,392	\$35,000	\$30,400
7	Hayward Municipal Band	\$17,129	\$18,809	\$18,509	\$18,809	\$18,509
8	La Alianza de Hayward	\$3,400	\$4,000	\$4,000	\$4,000	\$4,000
9	Martin Luther King, Jr. Birthday Celebration Committee	\$1,500	\$2,000	\$2,000	\$2,000	\$2,000
10	Allied Veterans Memorial Day Comm	\$800	\$800	\$800	\$800	\$800
11	South Hayward Lions Club	\$8,250	\$8,250	\$8,250	\$8,250	\$8,250
12	Sun Gallery	\$45,500	\$50,000	\$47,750	\$50,000	\$47,750
13	Allied Veterans Parade Committee	\$300	\$300	\$300	\$300	\$300
14	Volunteer Recog and Awards Dinner	\$1,000	\$2,000	\$1,000	\$2,000	\$1,000
15	The Youth Orchestras of Southern Alameda County	\$5,500	\$7,500	\$5,500	\$7,500	\$7,500
	Subtotal	\$156,971	\$188,259	\$172,701	\$186,859	\$178,709
	UNALLOCATED			\$12,112		\$28,486
	<i>Requests for Community Promotion Funding</i>	\$156,971	\$188,259	\$184,813	\$186,859	\$207,195

Exhibit A

The Martin Luther King, Jr. Birthday Celebration Committee also uses Centennial Hall each year.

COMMUNITY PROMOTION PROGRAMS

Program Descriptions

Community Organization / Activity (in alphabetical order)	Program / Activity Description
Admission Day Celebration Committee	Activities in observance of the anniversary of California's admission to the Union on September 9, 1850.
Allied Veterans Memorial Day Committee	Sponsorship of the annual Memorial Day Observance at Lone Tree Cemetery, including participation by the Hayward Municipal Band.
Blues Festival	Event celebrating local blues music and musicians, which recognizes this music's contribution to the history and culture of Hayward and the East Bay.
Classical Philharmonic	Classical music education programs for Hayward elementary school students, including an annual "Concert for Kids" orchestra event. This event often features internationally known soloists. Teachers are provided supplemental materials prior to the event for in-class use and exploration of music history, composers, instruments and concert etiquette. "Classical Encounters" are in-school chamber assemblies for students in elementary schools, providing one-on-one interaction between musician and student.
La Alianza de Hayward	Sponsorship of annual Cinco de Mayo (Battle of Puebla) celebration, as well as the 16 de Septiembre (Mexican Independence) event. These events celebrate the culture and contributions of the Mexican and Mexican-American presence in the area with the Hayward community through music, dancing, history, and culture.
Hayward Area Historical Society	Operation of historical museum with a collection of approximately 10,000 objects, 13,000 photographic negatives and 6,000 photographic prints, and an extensive archive of books, manuscripts, maps, and local records.
Hayward Arts Council	Provides arts programs and events including local artist's exhibits in the City Hall Galleria and rotunda and the Green Shutter Gallery; community programs in cooperation with the City such as Light-Up the Season; poetry readings; scholarship awards for talented youth; and a calendar of arts activities.
Hayward Arts Council/Music Academy	The Hayward Music Academy's purpose is to teach techniques of playing and instruments as it pertains to lessons and performance literature to students from 5 th to 12 th grade who are enrolled in school music programs. Students will attend one of three Hayward high schools: Mt Eden for woodwinds, Tennyson for brass and Hayward High for percussion. Semi-private lessons will be taught once a week by teachers at those schools. End of year performances will be culminating each activity. Students comprise the Hayward Honor Band, which gave its first performance in May, 2000 at Chabot College

Hayward Municipal Band	Summer concert series at Hayward Memorial Park on Sunday afternoons, providing free admission to 6 band concerts every year.
Hayward Volunteer Recognition Dinner	Recognition of outstanding volunteers from the Hayward community who contributed their time to benefit local human services, non-profit and other programs at an annual dinner held in October each year. Awards include the John N. Pappas Humanitarian Award, Mayor's Award, Volunteer of the Year, Commissioner of the Year, Hayward Lifetime Achievement Award and City Employee of the Year Award. All community groups in Hayward are encouraged to submit the names of the most active volunteers.
Martin Luther King, Jr. Celebration	Annual Arts and Essay Contest for students and Citywide event to promote peaceful solutions to problems, including a fund raising and recruitment program for community participation. The planning committee in organizing the Arts and Essay contest, works closely with the Hayward Arts Council, Hayward, Unified School District, Alameda County Office of Education, and the local branch of the NAACP.
San Francisco Shakespeare Festival	The Festival presents Shakespeare on Tour and has been sponsoring this event since 1988, presenting approximately 300 performances yearly. A production is proposed for Spring of 2002 to take place in front of Hayward City Hall. Each play is professionally directed and suitable for elementary students through adults. Prior to the tour, a preparatory package is provided to the organization, including a brief history of Elizabethan theatre, biography on Shakespeare, plot synopsis, and creative activities. After the performance the actors conduct a question and answer period.
South Hayward Lions Club Independence Day Committee	Sponsorship of annual Independence Day Celebration.
Sun Gallery	Arts programming including art exhibitions held throughout the year, hands-on art experiences (field trips) for children, after-school art classes, workshops, lectures, and special presentations. Cost-free field trip tours have included several Hayward schools: Eldridge and Park Elementary, the Special Education Division at the Darwin Center, and Cesar E. Chavez Middle School. A recently developed web site provides information enhancing the Sun Gallery's efforts to promote the arts via various community organizations, including the Hayward Arts Council, Adobe Arts Center, as well as other Bay Area arts and cultural organizations. The Sun Gallery has also expanded its involvement in the planning of Hayward's Light Up the Season.
Veterans Day Parade Committee	Sponsorship of the annual Veterans Day Observance and Parade.
Youth Orchestra of Southern Alameda County	Comprehensive music program to augment elementary and secondary school instrumental music programs of Southern Alameda County and surrounding communities, by providing high quality group instrumental instruction and symphonic orchestral experience. Groups range from a beginning string class for young children to an advanced orchestra for students up to their senior year in high school. Students of YOSAC have successfully conducted three concerts each year.